

**UTM Tracking and Standard Report Analysis in GA4**

**UTM Tracking For Different Marketing Platforms**

Facebook: ?utm\_source= facebook&utm\_medium=paid&utm\_campaign={{campaign.name}}&utm\_term={{adset.name}}&utm\_content={{ad.name}}&fbadid={{ad.id}}

Google Ads: {lpurl}?utm\_source=google&utm\_medium=paid&utm\_campaign={campaignid}&utm\_content={adgroupid}&utm\_term={keyword}&gadid={creative}

Tiktok: ?utm\_source=tiktok&utm\_medium=paid&utm\_campaign=\_\_CAMPAIGN\_NAME\_\_&utm\_term=\_\_AID\_NAME\_\_&utm\_content=\_\_CID\_NAME\_\_&ttadid=\_\_CID\_\_

Pinterest: ?utm\_source=pinterest&utm\_medium=paid&utm\_campaign={campaign\_name}&utm\_term={adgroup\_name}&utm\_content={creative\_id}&padid={adid}

Bing: {lpurl}?utm\_source=bing&utm\_medium=paid&utm\_campaign={campaign}&utm\_content={AdGroupId}&utm\_term={AdGroup}&bingid={CampaignId}

**Different User Definition in GA4**

| New User | When a user fire first\_visit event for the first time. |
| --- | --- |
| Returning User | The number of users who have initiated at least one previous session, regardless of whether or not the previous sessions were [engaged sessions](https://support.google.com/analytics/answer/9143382#engaged-sessions). |
| Total Users | The metric allows you to measure the number of unique users who logged an event. |
| Active Users | The users who are engaged/ engaged session |

**Sessions and Bounce Rate in GA4**

| Session | When a user start a session or land to a site. Session ends after 30 minutes of inactivity |
| --- | --- |
| Engaged Session | An engaged session is a session that lasts longer than 10 seconds, has a conversion event, or has at least 2 pageviews or screenviews. |
| Bounce Rate | Leaves without being engaged |

**Access Demo:** <https://support.google.com/analytics/answer/6367342?hl=en#access&zippy=%2Cin-this-article>

Some Important Links

* <https://support.google.com/analytics/answer/9143382?hl=en#engaged-sessions&zippy=%2Cuser>
* <https://support.google.com/analytics/answer/9756891?hl=en&ref_topic=11151952>
* <https://support.google.com/analytics/answer/13391283?visit_id=638142224831115968-3414874829&rd=1#pages-screens>